

SPIFF Ecommerce Feature List

=> POP-UP:

While entering the Website there will be a pop-up asking the age of the User and restricting access to the Website to users under 18 or 21 years of age.

=> Pages

- Home page
- Shop page
- Product Page
- About Us Page
- FAQs (Optional)
- Contact Page

=> Panels

- Admin Panel
- Users/Customer Panel

=> User Flow

Age Disclaimer > Search products > View product list > Categorised products > Product details > Add To Cart Option > Checkout > Registration Process > Payment Gateway > Delivery status > Reviews and Rating > Order History > Notifications > Help and support page for inquiries

=> User/Customer features

- Signup and login functionality
- Profile creation and editing
- Search products by category
- Browse and view product list
- Categorised product navigation
- Add products to cart
- Check out and payment options
- Order history
- Reviews and ratings for products
- Notifications for order updates
- Help and support page for inquiries

=> Admin panel features

- Profile management (manage user accounts, including registration, authentication, account information, order history, reviews, and account security)
- Admin dashboard
- Inventory management
- Order acceptance or rejection

- Manage payments (configuring the payment gateway, manage orders, transactions, and updating payment statuses)
- Customer support
- View feedback and reviews
- Content management
- Order management
- Push notifications
- Analytics and reporting (provide insights on performance, user behaviour, sales, revenue, identify top-selling products, segment customers, track the conversion funnel, and present data for decision-making.)

=> Delivery Side (SHIProcket)

- Integrating with SHIProcket' APIs, which enables real-time order status and delivery updates.

=> User/Customer Pages

- Home page
- Signup/Sign in
- Profile
- Category page
 - a) Subcategory page
- Product page(List of product)
- Product details
- Add to cart
- Check out
- Payment screen (including payment methods/gateway)
- Order list
- Order status/details
- Notifications Page
- Help and support page (for inquiries)

=> Admin Pages

- Dashboard
- Product list
- CRUD operations for products (create, remove, update, delete)
- Single product detail page
- Order list
- Order details
- Customer management page
- Customer detail page (individual customer activity tracking)
- Notifications (Email notifications & SMS notifications for new messages, e.g., order

details, new offers)

- Assign orders to Shiprocket as the third-party delivery partner
- Update order status
- Reporting page (centralised location to offers insights and data analysis on sales, revenue, customer behaviour, and key metrics, enabling informed decision-making and performance monitoring)

=> Some Additional Features

- Offers and coupons/discounts
- Gift cards
- Terms of service
- Shipping policy
- Privacy policy

=> E-commerce Website Design:

To establish a strong online presence, SPIFF Rolling Papers will have a visually captivating and user-friendly e-commerce website that aligns with the brand's identity and provides a seamless user experience. The website will draw inspiration from the following reference designs shared by the client:

- **Bongchie** : <https://www.bongchie.com/>
- **Kaagazz** : <https://kaagazz.in/>
- **Jonny Baba** : <https://jonnybaba.com/>
- **Tokyo Smoke** : <https://ca.tokyosmoke.com/>

THANK YOU!!